Capitalise on the investment and development opportunities in ...

THE 1995 INDONESIAN LEISURE INDUSTRY CONFERENCE

25 – 26 April 1995, Shangri-La Hotel, Jakarta

Learn from key player who have ventured into this new and exciting market

Featuring regional and international experts, including:

Bapak Sudomo, Indonesia Golf Association; Graham Kwan, Attractions International, Australia; **Ian McAndrew, Australian Boating Industry Association; Raymond Cain, Belt Collins Hawaii,** USA; **Colin Okashimo, Belt Collins International**, Singapore; **Keith Hardman, Damai Indah Golf & Country Club**, Indonesia; **Chris Yoshii, Economics Research Associates**, USA; **Gérard Guillouet, Hotel Ibis Slipi**, Indonesia; **Keith Lawrie, Lawmar Pty Ltd**, Australia; **Michael Jenkins, Leisure & Recreation Concepts**, USA; **Thor Degelmann, Leisure Entertainment Development & Operations**, USA; **John Corrigan, Marine Leisure Associates Pte Ltd**, Singapore; **Iain McLean, PT Lippo Land Development**, Indonesia; **Agustinus Setiawan, PT Seaworld Indonesia; Joe Gibbons, Waterbom Park, Bali**, Indonesia

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PROPERTI INDONESIA

The Jakarta Post
U.S. thinking over nuclear free concept

FUN IS SERIOUS BUSINESS

DAY ONE - 25 APRIL 1995

8.00 Registration and coffee

9.00 Chairman's opening remarks
Michael A. Jenkins, *President*
Leisure & Recreation Concepts Inc., *USA*

OVERVIEW

9.10 **The global amusement industry: trends and opportunities for Indonesia**
- The global amusement industry: where is it headed ?
- How changes in the international scene are likely to affect Indonesia's developments
- Industry prospects: long and short term

Michael A. Jenkins

THEME PARKS & ATTRACTIONS

10.00 **Creating the Indonesian theme park of the 21st century**
- Catering to a dynamic audience of the future
- The changing face of entertainment in Indonesia
- How theme parks are evolving and what will they look like in the future?
- International trends in mass entertainment
- What are the options in the future for themed recreation and amusement?

Chris Yoshii, *Principal*
Economics Research Associates, *USA*

10.45 Morning tea

11.15 **Planning a successful leisure and entertainment project**
- Establishing the vision
- The importance of entertainment mix
- Criteria for site and location selections
- Feasibility and viability research
- Long term vs. short term focus
- Masterplanning and phasing
- Organisation and operations planning
- Pre-opening management

Thor Degelmann, *Principal*
Leisure Entertainment Development and Operations *USA*

12.00 **Analysing the key elements in creative and successful leisure development financing**
- Preparation of feasibility studies
- Participation of financiers in the preparation of feasibility studies
- How to choose optimum sources and structures among alternatives
- Cost-effectiveness of different financing techniques: maximising investors' leverage
- Offshore financing: advantages and risks
- Syndication: how to market, develop and structure a deal to your best advantage

Michael A. Jenkins

12.45 Luncheon

WATER PARKS: THE NEW WORLD OF WATER LEISURE

2.00 **Culture influences on the design of aquatic recreation on water parks in Asia**
Graham Kwan, *Design Director*
Attractions International, *Australia*

2.40 **Water park design: where is it heading in Indonesia?**
- Designing water parks and water entertainment facilities
- Cultural responses to both planning and theming
- **Case Study: Waterbom Park, Bali, Indonesia**

Joe Gibbons, *General Manager*
Waterbom Park, *Bali, Indonesia*

3.20 **Water: the main attraction within many destination resorts**
Raymond Cain, *Vice Chairman*
Belt Collins Hawaii, *USA*

4.00 Afternoon tea

THE EMERGING MARKET FOR LEISURE DEVELOPMENTS IN INDONESIA

4.30 **Family entertainment centres: a fast growing segment of the amusement industry**
- The need for international standard family recreational centres
- How to build and maintain them professionally
- What is the trend in the future?
- **Case study: Seaworld Ancol, Indonesia**

Agustinus Setiawan, *Managing Director*
PT. Seaworld Indonesia, *Indonesia*

5.00 **Themed retail malls: new trends in entertainment retail**
- Themed concept within a mall
- Opportunities within a shopping centre
- Incorporating compatible active and passive entertainment elements to optimise the success of a centre
- The retailers' perspective of sharing a centre with a significant entertainment component
- **Case study: Lippo Village Galleria, Indonesia**

Iain McLean, *Technical Advisor*
PT. Lippo Land Development, *Indonesia*

5.30 Question and answer session

5.45 Close of Day One

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DAY TWO - 26 APRIL 1995

9.00 Chairman's opening remarks
Ian A. McAndrew**, Vice President, **Australian Boating Industry Association
*Director, **The Anchorage Marina Resort, Port Stephens**, Australia*

WATERFRONT & MARINA DEVELOPMENTS

9.15 **Waterfront and marina developments: a dynamic growth area in Indonesia**
- Regional market overview: the current phenomenon
- The economic factors: supply and demand projections
- Where are the waves of opportunities ?
- Critical factors for successful marina developments

***John F. Corrigan**, CEO & Chairman*
***Marine Leisure Associates Pte Ltd**, Singapore*

10.00 **Understanding the unique characteristics of waterfront and marina developments**
- (Residential) marina resorts: a major getaway for tourists
- Development elements of marina and waterfront projects
- Industry analysis
- Market potential: local and regional
- Trends and concepts
- **Case study: The Anchorage Marina Resort, Port Stephens, Australia**

Ian A. McAndrew

10.45 Morning tea

11.15 **Introducing different waterfront developments**
- Private vs. public
- Residential vs. recreational
- Concept of marina best suited with the project
- Statement of the pleasure boat activities
- Establishing a strategic plan:
  - financial considerations
  - technical feasibility
  - commercial viability

***Keith Lawrie**, Managing Director*
***Lawmar Pty Ltd**, Australia*

12.00 Question and answer session

12.15 Luncheon

OFFICIAL ADDRESS BY THE INDONESIAN GOLF ASSOCIATION (PGI)

1.30 **Golf developments: from euphoria to realism**
***Bapak Sudomo**, Chairman*
Indonesian Golf Association

2.00 **The golf development scene in Indonesia: where are the growth areas and new developments?**
- Identifying the new growth areas of golf
- Capitalising on Indonesians' love affair with golf
- An approach to golf course design, operations and club membership
- **Case study: Damai Indah Golf & Country Club Indonesia**

***Keith A. Hardman**, General Manager*
***Damai Indah Golf & Country Club**, Indonesia*

2.45 Afternoon tea

BUDGET HOTELS AND RESORTS

3.15 **The emerging market for budget hotels in Indonesia**
- Why developers should look at budget hotels in Indonesia
- Analysing the market potential for three- and four-star hotels in Jakarta and Surabaya
- Who are the current players in this segment?
- What does the future hold for this segment?
- Site layout, design and preliminary costings

***Gérard Guillouet**, General Manager*
***Hotel Ibis Slipi**, Indonesia*

4.00 **Integrated resorts and hotels development**
- How creative environments can sell in Asia and worldwide
- Effective site utilisation in dealing with constraints and opportunities
- Environmental considerations as a growing concern
- Themed hotels and their marketing impact

***Colin Okashimo**, President*
***Belt Collins International**, Singapore*

4.45 **Creating and developing an integrated resort with a difference**
- Resort development planning stages
- Integrating hotels, real estates, golf courses, retails, marinas and other amenities
- Real estate: the economic driver of resort development
- Amenities: adding value vs. economic return
- Determining the optimal mix of facilities and amenities
- Economic performance criteria: estimating the return on investment

Chris Yoshii

5.15 Panel discussion
The future of Indonesian leisure industry: where is it heading?

5.45 Close of Day Two

DISCOVER EMERGING OPPORTUNITIES IN TODAY'S MOST DYNAMIC GROWTH MARKET

REGISTRATION FORM

☐ YES! Please register the following delegate(s) for
The 1995 Indonesian Leisure Industry Conference
25 – 26 April 1995, Shangri-La Hotel, Jakarta

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Registration Fee: Rp. 2,330,000 for full 2-day conference. Fee Includes lunch, refreshments and full conference documentation.
Group Discount: For 3 or more delegates, 10% discount applies.
Method of Payment: Crossed cheque or bank draft payable to ***PT Piranti Bisnis.*** Payment is required with registration.
Cancellation and Transfer: If you are unable to attend, a replacement is welcome. Documentation and 50% refund will be given for cancellations received in writing one week before the conference. Full refund for cancellations received at least two weeks prior.
PT Piranti Bisnis reserves the right to alter this program without notice.
Conference Venue and Accommodation Information: Shangri-La Hotel, BNI City complex, Jl. Jend. Sudirman, Kav. 1, Jakarta 10220, Indonesia, Tel: (62-21) 570-7440, Fax: (62-21) 570-3530. Special corporate rates have been negotiated for conference delegates. Please make your bookings directly with the hotel. To take advantage of the special rates for conference delegates, please indicate that you are attending **PT Piranti Bisnis's THE 1995 INDONESIAN LEISURE INDUSTRY CONFERENCE.**

As Indonesians' disposable income increase rapidly, so does the demand for quality entertainment and recreational activities. This has stimulated a new emphasis on the development of theme parks, golf courses, marinas, water parks, themed malls etc. Indonesia with its rich resources presents an untapped market. As a result, numerous opportunities for future developments have emerged. In the last two years, Indonesia has witnessed the following entertainment and leisure projects:

- June 94 - Lippo Group has successfully launched **Seaworld Indonesia**, the second largest sea-aquarium in Asia after Japan.
- Dec 93 - PT Bali Ocean Magic opened **Waterbom Park**, adding attraction to overseas tourists to Indonesia.
- Oct 92 - **Damai Indah Golf & Country Club** opened 2 championship golf courses, which later in 1993 developed into a complete family leisure concept.

For the first time in Indonesia, **PT Piranti Bisnis,** in association with **AIC Conferences,** is pleased to announce **The 1995 Indonesian Leisure Industry Conference**. This 2-day forum will give you a comprehensive overview of the development in the leisure and entertainment industry in Indonesia. The calibre of speakers will ensure that you leave the conference with quality information.

INVEST TWO DAYS OF YOUR TIME – FIND OUT HOW TO:

- **Identify** trends & opportunities in Indonesia's leisure industry
- **Analyse** the macro potential and demand
- **Gain** strategic insights and market intelligence
- **Update** yourself with the technological advances and breakthroughs in Indonesia
- **Learn** how to stay ahead of your competitors to ensure viability and profitability
- **Evaluate** the financing options available for the leisure development
- **Profit** from the collective experience of expert presenters
- **Capitalise** on investment opportunities available in the Indonesian leisure industry

WHO SHOULD ATTEND

* Property Developers * Investors * Financiers
* Consultants & Advisors * Designers
* Suppliers * Engineers * Bankers * Architects
* All operators in the leisure & entertainment sectors including amusement parks, family entertainment centres, hotels and resorts, golf & country clubs, theme parks, retail businesses
AND ALL WHO SEEK TO PROFIT FROM INDONESIAN LEISURE INDUSTRY

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